

MEDIA RELEASE**RELIANCE BROADCAST NETWORK SPICES IT UP... WITH CELEBRITY CHEF RAKESH SETHI COMING ON BOARD AS NETWORK CULINARY HEAD****CHEF SETHI TO COOK UP HIS MAGIC ACROSS MULTIPLE PLATFORMS OF THE RBNL NETWORK - 92.7 BIG FM, BIG MAGIC AND SPARK PUNJABI**

Mumbai, October 16, 2012: Reliance Broadcast Network Limited (RBNL) today announced the appointment of **Chef Rakesh Sethi** - one of India's most respected and well-known celebrity chefs – as the Network **Culinary Head** admirably referred to as **BIG Chef**. Chef Sethi is all set to take audiences of the extremely robust Reliance Broadcast Network - across radio and television, on an exciting culinary journey that will include sharing recipes, updates on food, chats with prominent personalities, advice on diet and nutrition, and more.



BIG Chef Sethi will present a special segment each day on **92.7 BIG FM** between 1 and 2pm across the 31 Hindi speaking markets, where audiences can look forward to some very useful tips from the Master Chef himself to create exciting recipes. He will also offer useful information on the largely ignored nutritional aspects of food and how to retain them while cooking. There will also be a 'Food Trivia' section with listeners where he will share fun and interesting tips like the difference between *kadhai paneer* and *paneer do pyaza*!

BIG Chef will also feature as a part of **BIG Memsaab** on **BIG MAGIC** and **BIG Punjaban** on **SPARK PUNJABI**. On these shows, Chef Sethi will act as a mentor to contestants, leading them through the competition and while also hosting special workshops with them. Additionally, Rakesh will also present a special family reality series on both channels called *Saas Bahu aur Swad* wherein he will pit the *saas* against her *bahu* as they both cook their best dishes in an attempt to win over the men of the family – who, in a blind tasting, will choose the woman who is the master of the kitchen!

The very talented Chef Sethi joined the hospitality industry in 1982 after graduating from The Institute of Hotel Management in New Delhi. Over the years, he gained vast experience at some of India's most reputed hotels, and grew to become among the country's finest chefs. He is also highly experienced when it comes to running and launching new kitchens. Chef Sethi describes himself as someone who puts his desire to create wholesome and nutritious food above everything. Prior to joining RBNL, he was Food Editor for a speciality food channel and hosted the popular show 'Tea Time with Chef Rakesh Sethi'.

Chef Sethi will connect with audiences through on-ground activations, on 92.7 BIG FM, digital platforms, and on the network's television channels across India. He will meet with audiences across various cities conducting workshops on subjects ranging healthy cooking, quick fix kitchen tips, taste of Hindustan, making home food tasty and more.

Commenting on his appointment as **BIG Chef**, **Rakesh Sethi said**, "I am delighted to have come on board the network of Reliance Broadcast, which is known to reach out to audiences in new and exciting ways, across multiple platforms. Together, we will share and celebrate our country's love for good food that is such a central part of the life and culture in India. I look forward to working with the team and creating, producing and distributing an assortment of offerings that meet the taste buds of Indian audiences."

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties, television production and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It houses



Broadcast Network

the following verticals: 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 4 crore Indians each week; BIG CBS Networks – A joint venture with CBS Studios International offering 3 English Entertainment Channels - Prime, Love, Spark and a regional general entertainment Channel for the PCHP region - Spark Punjabi; BIG MAGIC – a regional general entertainment channel for the Hindi heartland; BIG PRODUCTIONS – the television content production division, catering to the creative needs of the Indian television landscape and BIG STREET – which acquires and markets long term premium out of home inventory. The Company also distributes Bloomberg UTV, India's premier business news channel as part of its television bouquet. For more information log on to: www.reliancebroadcast.com

For further Information: